

# KIM BUI

is a creative professional seeking to utilize her knowledge of writing, editing and digital strategy to provide innovative solutions in a collaborative environment.

## PROFESSIONAL SKILLS

Associated Press Style  
Content Production  
Copy Editing  
HTML/CSS  
Illustrator  
InDesign  
Microsoft Word  
Photoshop  
Project Management  
SEO  
WordPress

## AFFILIATIONS & ACTIVITIES

**Associated Collegiate Press,**  
Member 2008-2012  
**New York Times "Inside The Times" Editors' Workshop,**  
Participant 2012  
**Society of Publication Designers,**  
Member 2011-2012  
**The Society of Fellows for Dyson College of Arts and Sciences,**  
Nominee 2011

## CONNECT

kimln.bui@gmail.com 

757. 581. 5088 

/in/kimlnbui 

## EDUCATION

**Pace University,** New York, N.Y.  
**Bachelor of Arts in Communication Studies**  
Minors: **Digital Art, English**

## EMPLOYMENT

**Vy's Nail Spa** | Norfolk, VA  
**Salon Manager,** May 2012-Present

- Lead daily business operations including scheduling, salon maintenance and client satisfaction in both their experience and service
- Provide licensed, sanitary and quality nail services for a steady clientele

## KEY EXPERIENCES

### **Martha Stewart Living Omnimedia**

**Contributor,** September 2015 - September 2016

- Collaborated with editors to create articles centered on nails and beauty
- Wrote and executed photographs while adhering to the Martha Stewart Contributors Network style guide
- Used the Starword platform for creating and uploading content while implementing SEO practices

### **Nails Magazine**

**Contributor,** September 2014 - September 2016

- Conceptualized and executed specialty themed nail art designs
- Wrote instructional copy and provided accompanying photographs
- Contributed to both print and online issues of *Nails Magazine*

### **Luna Luna Magazine**

**Staff Writer,** August 2013 - August 2014

- Contributed bi-monthly original articles on the topics of nails and beauty
- Created original visual content to accompany each article
- Encouraged to approach pitches with an open voice to adapt to an online and alternative audience
- Trained in SEO standards via WordPress

### **Diosa Nails & Polish**

**Social Media Intern,** January 2013 - January 2014

- Developed and executed a 3-month social media strategy utilizing Instagram, Twitter, Facebook and creating a company Tumblr
- Increased follower count across three platforms by an average of 208%
- Posted on company accounts on a daily basis, creating copy and visuals for both daily brand use and promotional event use

### **The Pace Press** | New York, NY

**Editor-in-Chief,** May 2011 - May 2012

- Lead a staff of 10 editors and 15 student writers
- Produced a weekly 12-16 page student newspaper, 22 issues per year with 10 specialty themed issues
- Copy edited all content of each issue, including news, features, arts, and opinion sections while adhering to the Associated Press style guide

**Associate Editor,** May 2010 - May 2011  
**Arts Editor,** May 2009 - May 2010

### **This Is What It Made Us Think About** | Brooklyn, N.Y.

**Senior Editorial Intern,** October 2009 - October 2010

- Established national and international press, specifically with fashion houses and showrooms
- Wrote cover, invitation, and publication distribution letters for the book *This Is What It Made Us Think About Vol. II*
- Collaborated in writing and researching for founder Andre Walker's editorial for the limited edition release